

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 NEAE-00 SSM-03 IO-13 CIAE-00 COME-00
EB-07 INR-07 LAB-04 NSAE-00 SIL-01 OMB-01 TRSE-00
DODE-00 PM-04 H-01 L-03 NSC-05 PA-01 PRS-01 SP-02
SS-15 USIA-06 /085 W
-----051557Z 080245 /46

P R 051457Z JAN 77
FM AMEMBASSY TEL AVIV
TO SECSTATE WASHDC PRIORITY 4323
INFO AMEMBASSY AMMAN
AMEMBASSY CAIRO
AMEMBASSY DAMASCUS
AMCONSUL JERUSALEM

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E.O. 11652: N/A
TAGS: PINT, IS
SUBJECT: LIKUD TOPS ALIGNMENT IN YEDIOT POLL

1. A POLL CONDUCTED BY YEDIOT AHRANOT DECEMBER 22-27
AND PUBLISHED DECEMBER 31 SHOWS THE LIKUD AHEAD OF THE
LABOR ALIGNMENT FOR THE FIRST TIME IN THIS NEWSPAPER'S
PERIODIC PULSE-TAKING.

2. THE SURVEY'S QUESTION WAS " IF THE ELECTION HAD BEEN
HELD TODAY, WHICH LIST WOULD YOU HAVE VOTED FOR?" TRANS-
LATED INTO KNESSET SEATS THE RESULTS WERE AS FOLLOWS:
ALIGNMENT--33; LIKUD--36; YADIN--18; NRP--9; SHARON--7;
TORAH FRONT--5; RAKAH AND OTHER ARAB LISTS--7; ILP--2;
CITIZENS RIGHTS--1; MOKED--1; FREE CENTER--NIL. THE POLL
SHOWS A LOSS BY YADIN OF FOUR SEATS AND BY SHARON OF
TWO SEATS FROM A YEDIOT SURVEY TAKEN DECEMBER 12-15
BEFORE THE CABINET CRISIS. THE ALIGNMENT GAINED TWO
AND THE LIKUD SIX OVER THE PREVIOUS POLL.

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3. FORTY-NINE PERCENT OF YADIN'S SUPPORT CAME FROM
FORMER ALIGNMENT VOTERS, 19 PERCENT FROM LIKUD VOTERS,
NINE PERCENT FROM ILP VOTERS, AND SEVEN PERCENT FROM
CITIZENS RIGHTS VOTERS. SHARON RECEIVED 50 PERCENT FROM
ALIGNMENT VOTERS AND THE REST FROM THE SMALLER PARTIES.
YEDIOT EXPLAINS THAT THE SURVEY "ASSUMED" SEVEN SEATS FOR

RAKAH AND THE ARAB LISTS--APPARENTLY IGNORING INDICATIONS THAT THEIR SUPPORT HAS INCREASED. NINE PERCENT OF THOSE POLLED "REFUSED TO ANSWER" AND 27 PER CENT "DID NOT KNOW." ABOUT HALF OF THE LATTER CATEGORY HAD VOTED FOR THE ALIGNMENT IN 1973 AND 17 PER CENT VOTED FOR THE LIKUD.

4. ANALYZING THE RESULTS, BEN PORAT WROTE IN THE JANUARY 4 YEDIOT THAT UNPUBLISHED SURVEYS TAKEN BY THE LABOR PARTY SHOW SIMILAR RESULTS. ALIGNMENT LEADERS WERE PARTIALLY CONSOLED BY THE GREAT PROPORTION OF TRADITIONAL LABOR VOTERS IN THE LARGE "DO NOT KNOW" CATEGORY. REFERRING TO THE EROSION OF SUPPORT FOR YADIN AND SHARON IN THE MID-DECEMBER POLL, BEN PORAT SUGGESTED THAT SOME OF THE ATTRACTION BASED ON NOVELTY OF THE TWO NEW PARTIES MAY BE BEGINNING TO WEAR OFF.

5. COMMENT: WE CAN EXPECT A PROLIFERATION OF POLL-TAKING AS THE ELECTION CAMPAIGN HEATS UP. YEDIOT'S POLL IS NOT CONSIDERED ISRAEL'S MOST RELIABLE, BUT MOST OBSERVERS ACCEPT THE APPROXIMATE PARITY OF LABOR AND LIKUD AND THE RELATIVELY STRONG SHOWING OF THE YADIN-SHARON TICKETS AS AN ACCURATE REFLECTION OF THE ELECTORATE TODAY. WHILE THE LARGE NUMBER OF "DO NOT KNOWS" MAY HAVE POTENTIAL FOR THE ALIGNMENT IT ALSO IS PROBABLY A GOOD REFLECTION OF THE CURRENT DISAFFECTION OF MANY TRADITIONAL LABOR VOTERS. DUNNNIGAN

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